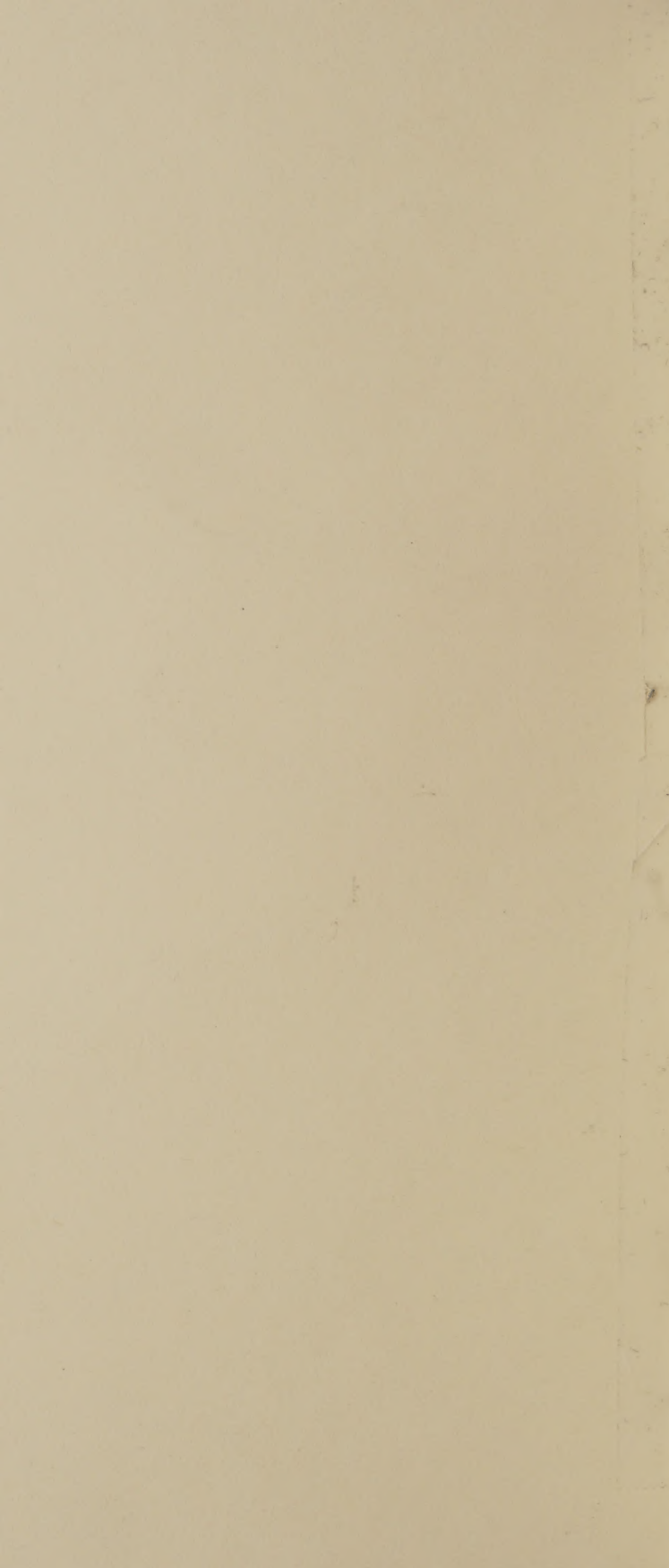


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Zant's
Blue Ribbon
DAHLIAS

ZANT'S WISHING WELL



Mrs. John J. Wishing That You Try
Zant's Dahlias

THEY MAKE GOOD ANYWHERE



OUR EXHIBITION GARDENS

Of Three Acres

are located a half mile East of Grand Rapids on
the new Super Highway. Three Trunk Lines pass
our Gardens — US-16, M-21 and M-50.

Long Distance Phone 8-7938

Zant's
WILDWOOD GARDENS

Dahlias Exclusively

2160 East Fulton Road Grand Rapids, Michigan

FARM PLANTING AT
WAYLAND, MICHIGAN



FREE

WITH EARLY ORDERS ONLY

A Valuable Root

We have an extra fine three year Seedling Dahlia. We have not named or offered it for sale. It's a Beautiful Pink, an early and prolific bloomer, extra long stems and one of the best root makers we have in our entire planting, 5½ to 6 feet tall, and will be entered in the Trial Gardens this spring.

If it scores 85 or more and wins a certificate it will be worth at least \$10.00 per root. We wish to know how it will do in other locations and make this offer for early orders.

We will send one of these roots free with the first **Fifty Orders** received before **March 1st**, amounting to **\$5.00 or more** and **paid in full**. You are to write us in the fall as to how this Pink Seedling did in your garden. You are not to sell or give away any roots from this clump until we put it on the market in 1941. This variety is not in our catalog and is not for sale, but it's good. So send in your order at once to obtain this Root Free. This offer applies to Special Collections or your list of varieties.

Better Use Air Mail and Mark

RUSH TO

ZANT'S

Wildwood Gardens

Grand Rapids, Mich.

R GREETINGS FOR 1940

Our 25th of Growing Dahlias

Friends: This year we celebrate our Silver Anniversary as Dahlia growers. Twenty-five years ago this year we started with 12 Roots costing 25 cents each. A change we've seen in this King of all Flowers.

There has been no change in our enthusiasm for what started as a hobby, has grown and grown until today we personally operate one of the finest and best Dahlia Farms in America, modern in every way and we can refer you to satisfied customers in every state and our Green Plants especially have become famous from coast to coast and we ship more and more every year. We had ideal growing conditions in Michigan last year and our storage is filled with Husky, Life Roots just waiting for your valued orders to come to you in your own garden that Zant's Roots and Plants are your best buy for 1940. If you have never tried our stock, please give us a trial. We will prove to you that there is a difference in Dahlia quality and we are sure you will be another booster for Zant's Wildwood Dahlias, Michigan's Finest Dahlia Farm.

Give us a visit at any time — we'll prove it without any doubt and we do enjoy having visitors. They prove to be the Best Advertising.

Sincerely yours,

JOHN J. ZANT

Graduate Landscape Architect and Gardener
Specializing in the World's Best Dahlias



the Winning Pictures of Our 1939 Garden Photo Contest

We again wish to thank all of our Dahlia Friends who have been so heartily satisfied with their gardens of Zant's Blue Ribbon Dahlias that we received pictures from all over America and a few foreign countries, and such enthusiastic letters that it makes us wish we could meet all of you. We enjoy these pictures as much as you did your gardens and we hope to continue this friendly contest for many years. We only wish we could award a prize to every one of you.

—J. J. Z.

OUR DAHLIAS ARE RATED

To Assist Our Customers in Making Their Selections

These ratings are based on the results obtained in our own gardens. Some of the newer varieties will score higher in another year as they become acclimated to our climate and soil. We very seldom condemn a new variety if it does not come up to expectations the first year, but try it again, and then if it does not score at least 80 under our system we discard it.

We score varieties for husky growth, the ability to withstand insect pests by their strong growth, good stems, the bloom to be carried well and of good size for cut flowers especially, and the ability to continue to grow large perfect blooms until killed by frost.

Your best investment will be those varieties that we score at least 85.

You will note the score following the variety name and type thus (85) followed by the size leaf, and the average height of the bush as grown under ordinary field culture, only watering when necessary but constantly spraying to keep the bushes clean and thrifty. Most backyard gardeners will get much taller growth, we believe, on account of the individual attention given to small plantings. In varieties where foliage is large and coarse we find the insects do not bother much; medium leaf is not objectionable; but we steer clear of the small leaf varieties. Varieties are marked thus: LL. (Large Leaf); ML. (Medium Leaf); SL. (Small Leaf).

We score our entire exhibition planting five times during the growing season from planting to digging. We naturally have our favorite varieties and colors but in rating them, we do not allow this to affect our judgment nor does it make any difference what we paid for the stock or who the originator was.

This entails a lot of work, knowledge and expense, but we think it takes a lot of grief from the shoulders of our customers as the many letters we receive show. On the late varieties you have the Honor Roll and Trial Ground reports to guide you.

OUR GUARANTEE

We believe that Zant's Dahlia Roots and Plants are as fine as can be obtained anywhere, and if when you receive them you do not agree with us you may keep the Extra Root or Plant which we send Free with all orders over \$2.00. Return the balance at once Prepaid and we will refund your money. You take no chance.

WHAT COULD BE MORE FAIR?

You cannot lose when you buy of
ZANT'S WILDWOOD GARDENS

1940 HONOR ROLL DAHLIAS

Which We Selected As Most Outstanding

DEEP PURPLE, (Stephenson-Ruschmohr)

Claimed to be the largest purple Formal Decorative. Blooms average 12-13 inches. One of the few large type Dahlias to win a certificate at Storrs Trial Grounds and East Lansing this year. Blooms borne on stiff stems, erect and flowers facing. Dark leathery insect resistant foliage.

Roots \$10.00

Plants \$3.50; 3 for \$10.00

DORIS ARLEEN, I. D. (Parrella)

A beautiful true pink with good size and depth. Nice long stems. Will win many prizes when better known.

Roots \$5.00 net; Plants \$2.00 net

EVENTIDE, I. D. (Bissell)

Color is aster purple. It scored 86E at East Lansing Trial grounds in 1938. Blooms 9 to 10 inches on a 5 to 6 ft. bush. A seedling of Thomas Edison and on J. Louis Robert's 1940 Honor Roll.

Roots \$10.00; Plants \$3.35

FLASH, (Salem, D. G.) Cac.

A striking bi-color cactus. Has an unusual formation and color effect. Petals red tipped white and lacinated tips. Winner of the Leonard Barron Memorial Trophy at the American Dahlia Show in New York. A great Dahlia for basket arrangements. On 1940 Honor Roll.

Plants \$7.50

KILGORE'S LUCIFER, (Kilgore, 1940) I. C. to S. C.

On Mr. Lynn Dudley's Flower Grower Honor Roll. A seedling of Satan which Mr. Kilgore claims is a much better grower than Satan. The color is described as Brazil Red with orange reverse. It's a giant that was grown to 14 by 8 inches in the originator's garden. On a 6 foot bush with cane-like stems. Dudley says, "Somebody's going to win some largest in the show Blue Ribbons with this one."

Plants \$3.75

KING COLE, I. D. (Ballay)

Deep maroon, very large and very dark and stands the heat without fading as one of our California customers wrote us after seeing it in Mr. Ballay's garden during the awful hot spell they had last fall. Sunset metal winner at San Francisco and on the 1940 Honor Roll.

Plants \$5.00 net

MAESTRO, S. C. (Ballay, 1940)

Mr. Ballay describes it as a bright but rather light shade of red-dish purple or cerise. A richly colored flower of remarkable substance and most pleasing appearance. The well formed blooms of moderate semi-cactus formation will grow to a size of 12 inches or better with proportionate depth. The plant is an open grower which comes into bloom reasonably early, having long stem stalks with flowers nicely placed at the proper angle. It is an all-round good variety and has made a great hit in Mr. J. W. Johnston's trials in Delaware this year. Winner several times in seedling classes but happened not to be in bloom at the time of our show this season.

Plants \$5.00 net

PINK AMELIA, S. C. (Edison)

A beautiful lavender pink. A fine grower producing blooms from 8 to 12 inches on fine long stems. It grows to 6 feet and requires no extra care. Won 1st at Chicago and on Mr. Robert's 1940 Honor Roll and fully deserves this honor.

Roots \$10.00; Plants \$4.00

PROGRESS, I. D. (Salem, D. G.)

A giant rosy mauve, immense in size. On long straight stems well above the foliage. A clean growing bush with leathery foliage. Bush height about 5 feet. Won in seedling class at Baltimore and at Peekskill, N. Y., and on the 1940 Honor Roll.

Plants \$7.50

RETA BALLIN, I. D. (Parrella)

Color lemon yellow. A very large flower with great depth, about 10 x 7 inches. Cane-like stems. Petals long and curled at tip. On 1940 Honor Roll.

Plants \$2.00

SCARLET ANNE, I. D. (Parrella)

Color light scarlet. A medium size flower about 6 to 7 inches. The flower faces you on nice long stems, a favorite with the florists and fine for basket work. Winner at Camden and New York and on 1940 Honor Roll.

Roots \$5.00; Plants \$2.00

TOWN TOPIC, F. D. (Hulin-Parrella)

A sensational bi-color, deep pansy purple with small white tips. Petals are thickly placed. Long strong stems. Blooms are 8 to 10 inches by 6 inches deep on a 5 to 6 foot bush. A great bloomer. On 1940 Honor Roll.

Roots \$7.50; Plants \$3.50

VICTORY, (Asther-Ruschmohr)

The long-looked-for Pink Formal Decorative. Blooms 11 by 7 inches. Fine stem and foliage. Excellent keeping qualities. Best Formal Decorative seedling in Chicago show, 1938, and New York, Camden and Rockville Centre, 1939.

Roots \$10.00

Plants \$3.50; 3 for \$10.00

ROOTED CUTTINGS

Although we do not recommend the purchase of rooted cuttings by any other than experienced commercial plant growers, we will furnish high grade, well rooted cuttings of varieties which are listed in plants in this book. Prices are one-third less than the list price of plants.

We can only guarantee safe delivery of Rooted Cuttings. Our responsibility ceases on delivery. Be sure and plant at once in a 4-inch Clay Pot, use good potting soil and shade for 3 or 4 days. Then grow in greenhouse or cold frame until ready to plant in garden.



Winner of First Prize — \$15.00

Rev. Henry Frencken, Holland, Europe

KEY TO ABBREVIATIONS

F. D.—Formal Decorative; I. D.—Informal Decorative; S. C.—Semi-Cactus; C.—Cactus and (*) Foreign Introductions.

GENERAL LIST OF WORLD'S BEST DAHLIAS

ADIRONDACK SUNSET, I. D. (85) LL., 4 to 5 ft.

Color scarlet red with golden tips and reverse. Center of the flower is tipped golden orange. The favorite by popular vote at the New York Botanical Gardens in October, 1936.

Roots \$.50; Plants \$.50

ALICE MAY, I. D. (86) ML., 5 ft.

Pure waxy white from Australia. The flower is beautifully formed reminding one of a white Lord of Autumn. Winner of Dahlia Society of Ohio's Trophy as best bloom in competition with all varieties, at the Cleveland Show.

Plants \$1.75

A. E. HEIL, F. D. to I. D.

A large well built bloom, color purple, that is the best of its color in its classification. All who grew this last year were well pleased with it. Twelve inch blooms without forcing and heavy insect proof foliage. This a foolproof Dahlia, which anyone can grow.

Plants \$.75

ARELA LLOYD, I. D. (84) ML., 6 ft.

Certified at the Trial Gardens at both Storrs and East Lansing; color is a soft shade of yellow, reverse a clear yellow with pink veinings.

Roots \$.75

AMERICA'S SWEETHEART, I. D. (85) LL., 4 ft.

An immense variety that is very outstanding among the new introductions. Color is a pure yellow without a particle of shading. Many of the petals are double serated, and curl and twist as the bloom develops. They fold back to the stem, reminding one of a huge chrysanthemum.

Roots \$1.00; Plants \$.50

AUTUMN SUNSET, (83) LL., 3 to 4 ft.

Honor Roll Dahlia. Color: Lemon yellow center, spreading to lightly tinted spinel red, toward outside of flower. Foliage: Deep green, very tough and insect resisting.

Roots \$1.00

AZURA, I. D. (86) LL., 6 ft.

Rosy lilac. A very large deep flower which can compete in the "largest" class, with blooms measuring 12 to 14 inches in diameter. Plant tall and strong and free blooming and the blooms have a distinctive and interesting formation. One of the strongest growers in our garden, must be planted early.

Roots \$.75

BERNICE GEER, I. C. (80) SL., 4 ft.

The color of this dahlia is old rose, slightly veined and tipped gold. A 1938 introduction.

Plant \$.50

BETTY COULTER, I. D. (83) LL., 4 ft.

A light salmon red throughout, shading to old rose at the base, of the long rolled petals. An early, free and continuous bloomer.

Roots \$.50

BETTY ZANE, I. D. (85) LL., 4 ft.

Nice large flowers of deep rose pink with a sheen of silver. Strong grower and well liked. The flowers are at times too heavy for the slender stems but everyone likes the shade of pink.

Roots \$1.00; Plants \$.50

BRILLIANT LADY, I. D. (87) LL., 5 ft.

Bright reddish French purple reflexed silver. Many of the outer petals roll and twist showing the silver reverse which adds to its attractiveness. Blue ribbon winner in the I. D. Seedling class at Baltimore. Ten to twelve inch blooms, and winner of many firsts in 1939. An outstanding variety.

Plants \$2.50

BROOMALL'S PINK, S. C. (85) LL., 5 ft.

This is a dahlia Mr. Broomall considered fine enough to give it his name. It is outstanding in color, a true rose pink, and the heavy substance and texture of the petals give it a beautiful velvety appearance. It is semi-cactus in form and is easily grown 10 to 12 inches with good depth. Stems and foliage excellent.

Roots \$1.00; Plants \$.50

BUCKEYE BRIDE, F. D. (90) LL., 6 ft.

Geranium to light salmon pink. For beauty, stem, habit and profusion of bloom this variety is still supreme. A most reliable producer of flowers the florist likes. The best cut flower of them all with 3 foot stems.

Roots \$.75; Plants \$.50

BUCKEYE STAR, S. C. (86) ML., 6 ft.

Salmon or jasper pink with a golden yellow center. A flower equal to Frau O. Bracht in keeping when cut. This won two certificates in trial grounds in 1936 and in 1937. An extra good cut flower.

Root \$.50; Plant \$.50

BURCH FORAKER, I. D. (92) LL., 6 to 7 ft.

A seedling of Son of Satan and Michigan's most outstanding and highest scoring dahlia at Mid-West Trial Gardens. Stems long and straight, blooms 12 inches, very deep, and the color the brightest flame red we've ever seen. It was a sensation in our garden. The plants grow to 7 feet tall with 6 to 8 stalks bearing immense blooms of 12 inches. A flaming red that draws everyone's attention.

Roots \$4.00; Plants \$1.50



*Winner of
2nd Prize
\$7.50*

**Mr. David
Yates,
Southbridge,
Mass.**

CALIFORNIA IDOL, I. D. (89) LL., 4 to 5 ft.

Large beautiful yellow with extra long stiff stems holding the blooms at a nice angle. Vigorous grower and greatly admired by all. Many times a prize winner and one of the best root makers.

Roots \$.75; Plants \$.50

CHALLENGER, S. C. (85) LL., 6 ft.

Color is a brilliant cardinal red; a vigorous grower and very attractive. Blue ribbon winner at the New York Show where it triumphed over Satan.

Root \$1.00; Plant \$.50

CHAMPOEG, I. D. (83) ML., 3 to 4 ft.

The unusual coloring of Champoeg makes it an especially attractive flower. It is a waxy canary yellow at the center and shades into a salmon pink.

Root \$.50

CHARLOTTE CALDWELL, (Ball) (83) ML., 4 ft.

Bright orange with shadings of terra cotta. It has wonderful foliage and vigorous growth. Always a winner.

Plant \$.50

CHEROKEE BRAVE, I. D. (85) LL., 4 to 5 ft.

Oxblood red, holding its color in the sun. Best undisseminated seedling in Atlanta and first in the seedling class in Cincinnati. Size of bloom is 10 to 13 inches across. Prolific and early bloomer.

Root \$3.00; Plant \$1.00

CLARA CARDER, I. D. (85) LL., 4 ft.

This giant is a cyclamen pink with a flush of yellow at base of petals. Husky grower and one of the best pinks to date.

Roots \$.50



*Winner of
3rd Prize
\$2.50*

**Mr. C. G.
Rollins,
Cornwallis,
West Va.**

COLONEL LEWIS, I. D. (86) LL., 5 ft.

Here we have a winner, in a deep rose pink, reverse same color; an early bloomer with the best of stems, and foliage. A vase of three blossoms was judged the best at West Virginia Show.

Root \$.75; Plant \$.50

CORNELIA BRYCE PINCHOT, I. D. (85) LL., 5 ft.

One of the richest colors; a glowing burgundy red on a heavy deep flower. Winner at Chicago as best seedling of the year 1934. Also at Bryn Mawr, it won as the largest and finest bloom. On the Honor Roll.

Roots \$.75

DADDY KEMP, I. D. (85) LL., 4 ft.

Color: A rich purplish red of immense size, 14 inches and over, and 5 to 7 inches in depth. Grow 3 to 4 stalks to assure good stems.

Roots \$.75

DAHLIADEL GOLD, F. D. (84) LL., 3 ft.

Here is a variety which can win in the largest bloom class if grown as it should be. Color, a pleasing golden yellow, shading darker at the center with a suffusion of light coral red.

Roots \$.50

DARCY SAINSBURY, F. D. (87) LL., 4 to 5 ft.

A large cream white from Australia. When well grown from healthy stock. It's a wonder but there seems to be a lot of poor stock of this grand variety around. We discarded our original stock, but what we are propagating this season did extra well last fall.

Root \$1.50; Plant \$.50

DAVID COPPERFIELD, I. D. (82) ML., 3 ft.

Another of the giants, color lavender violet purple. The blooms stand staunchly on straight stems on rugged bushes. These blooms have great depth and very high centers.

Roots \$1.00

DEAN ANDERSON, I. D. (90) LL., 5 to 6 ft.

One of the finest Dahlias we have ever grown. True exhibition type, of a rare new color, radiant henna orange. Extra long, strong stems holding the very large flowers way above the foliage, which is luxuriant and insect-free. Tall husky bushes. Not as well known as it should be, but it certainly will be one of your favorites.

Plants only \$.75

WIN A PRIZE

Just send us a few snapshots of your own garden of Zant's Dahlias when in bloom next fall. We are offering \$25 in Roots or Plants.

\$10.00 First Prize \$5.00 Second Prize

\$2.50 prize each for the next four winners.

The prize winners will be reproduced in

ZANT'S 1941 BOOK OF DAHLIAS

DIRECTOR CARL G. DAHL, I. D. (90) LL.

Winner of the largest bloom class at the New York Show, 1939. 15½ inches by 10½ inches and one of the most popular in our garden. Color: Emberglow with golden sheen and a sweet brier reverse. Healthy bush; height about 5½ feet; insect resistant; blooms from early summer until frost; blooms 11 to 14 inches; a dahlia to make you proud of your garden. Selected for the Honor Roll by J. W. Johnson.

Roots \$2.00; Plants \$.75

DIRECTOR MARSHALL A. HOWE, F. D. (87) LL., 5 ft.

A very attractive color, Tyrian rose. The petals fall back to the stem giving a ball effect. Stands up well in the garden. Long slender stems. Vigorous grower, about 5 feet tall. Dark green foliage. On Johnson's Honor Roll and the best dahlia at the New York Botanical garden of 300 varieties in 1939.

Plants \$1.50

DISCOVERY, I. D. (84) LL., 5 ft.

Deep rosy magenta with deep reddish garnet center. Many of the petals twist, showing a rose reverse. Very attractive in color. Stems are strong. Excellent for forcing for the largest bloom class.

Roots \$1.00; Plants \$.50

DREAM BEAUTY, I. D. (88) ML., 5 ft.

A mighty fine bi-color, lavender purple with white tips, large blooms, good stem. One of the most popular bi-colors in our planting.

Roots \$1.50; Plants \$.50

ELEANOR M. RADELL, I. D. (86) LL., 6 ft.

Lovely shell pink shading to deep rose at center. It is a fine, clean growing dahlia. Certificate of Merit. Extra good for us last season. Every bush just loaded with blooms on long stems, very fine cut flower.

Roots \$.50

ELISSA LANDI, F. D. (86) ML., 4 to 5 ft.

One of the 1934 introductions that has proved a great success. A brilliant coral, fine foliage, good growth, and an exceptionally good keeper.

Roots \$.50

EMMESSEE (Roberts, 1939), I. D. (86) LL., 4 to 5 ft.

Pronounced as you would say the letters M.S.C. and named in honor of Michigan State College. A super Dahlia that is fool-proof. Big Salmon formal. Winner of American Home Achievement medal.

Plants \$1.00

EMMA WALKER, S. C. (88) ML., 5 ft.

Large yellow and old rose with unopened petals showing lavender at tip and reverse. Early profuse bloomer, bush tall and rugged. Winner American Home Achievement Medal at Toledo. Best undisseminated semi cactus at Cleveland and Toledo. Here's a beauty, it made a hit in our garden.

Plants \$1.75

***ENTRUPS MONARCH, I. D. (85) LL., 5 ft.**

A brilliant cherry carmine. The petals are long and broad, and twist gracefully near the tips. Long stems hold the blooms far above the foliage.

Roots \$.75

Remember, it's not what you pay for your Dahlia Roots and Plants. It's what you get for what you pay that counts. There is a difference.

**Zant's Dahlias Are Worth What
You Pay Always!**

EVERYBODY'S FAVORITE, I. D. (94) LL., 7 ft.

A rose pink bloom without the faintest trace of lavender, it can easily be grown up to 12 inches by almost 8 inches deep. Petals twist and turn back to stem, flowers face to the side and have good substance. Won the D. W. Hart Medal at Md-West Show in Detroit, 1938. The best new variety in our garden, 1939. A stand-out in any planting. A beautiful pink on stems that can't be beat, and dark green healthy foliage. Rightly named. Don't fail to grow it.

Roots \$7.50; Plants \$2.00

FANNIE SANDT, S. C. (85) ML., 5 ft.

Intense rose pink, large size, faultless grower. One of the most beautiful cactus varieties, a great favorite with visitors.

Roots \$.50

FIREBALL, F. D. (86) LL., 5 ft.

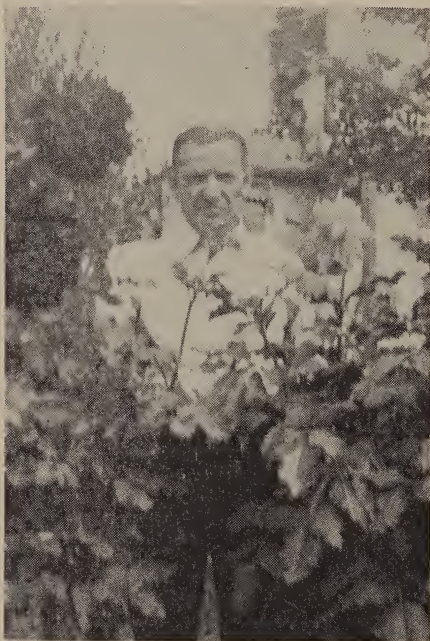
A brilliant scarlet which does not burn or fade. The foliage is heavy and absolutely insect-resistant. Received Certificate of Merit and on Honor Roll. One of our most popular reds.

Roots \$1.50; Plants \$.50

FRECKLES, I. D. (86) LL., 3 to 4 ft.

Color is a lemon-chrome, striped, blotched and speckled bright scarlet, irregularly distributed over the yellow ground color. Blooms of this spectacular dahlia were grown up to 14 inches in width, and correspondingly great depth, and was many times first prize winner in the bi-color classes.

Roots \$1.50; Plants \$.50



*Winner of
4th Prize
\$2.50*

**Mr. J. V.
Ilgenfritz, Jr.
Halethroe,
Md.**

FREDA GEORGE, I. D. (83) ML., 3 to 4 ft.

Bloom 9 by 5 inches. This imported Informal Decorative from Australia is a sulphury white tipped and suffused violet rose. It has strong, erect stems, with well proportioned healthy foliage. A very attractive dahlia in the pastel shades and root stock very scarce. Not good with us until late in the season when cool nights arrive. Also a poor root maker.

Roots \$1.50; Plants \$.75

GEORGE RELYEA, F. D. (86) ML., 6 ft.

A fine bi-color, salmon-orange, tipped white, 8 to 10 inch blooms on extra long stems. Very popular with visitors.

Roots \$1.00; Plants \$.50

GERTRUDE LAWRENCE, I. D. (88) LL., 4 to 5 ft.

This 1939 introduction won the American House Achievement Medal at San Francisco. It is an uncommon shade of red best described as currant red. Extra large bloom 12 by 5 inches deep. On California Honor Roll. Did exceptionally well here in 1939.

Plants \$2.00

GEORGE O. WALLACE, I. D. (87) LL., 5 ft.

A real exhibition dahlia of light yellow, reverse shaded white, and truly outstanding. Bushes are 6 feet tall, upright in growth. Husky and insect-resistant. Blooms measure 12 by 6 inches under ordinary cultivation with stems 15 to 22 inches to the first leaf.

Roots \$2.00; Plants \$.75

***GLADYS SANDFORD, (89) LL., 5 ft.**

Flowers are gigantic, held perfectly erect, rigid stems, 12 inch blooms of great depth freely produced with best of centers. Color pure bright yellow, outer petals heavily shaded apricot. An English variety that was a sensation in our garden. Root stock is still scarce.

Roots \$2.50; Plants \$1.00

GLAMOUR, I. D. (89) LL., 5 to 6 ft.

The largest bloom in our 1939 garden. An immense true purple deeply edged amarath pink. Something entirely different from any existing; as the bloom develops the petals fall back to the stem giving it great depth. Many of the blooms are almost ball shape. It has been grown 14 by 11 inches, and we believe it can be grown larger. It has a stiff stem. The bush is very hardy. Insects do not seem to bother it.

Plants \$2.00

*Winner of
5th Prize
\$2.50*

**Mrs. Arend
DeVos,
Little Falls,
N. J.**

**GOLDEN BEAUTY, I. D. (88) LL., 6 to 7 ft.**

1937 introduction, winner at Storr's trial grounds, where it was noted for good growth, immense size. The stout stems carry giant blooms to erect facing position. Very popular with garden visitors. Color of its central petals are apricot yellow, splashed with jasper pink. Really, a beautiful dahlia and a favorite with many visitors.

Roots \$3.00; Plants \$1.00

GOLDEN STANDARD, C. (85) ML., 5 ft.

A warm buff shaded amber and gold. Very full centers and evenly arranged petals. Bush is a good, open grower. Stem holds flower facing at right angles. Won as the best undisseminated cactus in New York and also won the President's Cup.

Roots \$.50

GRACE MOORE, S. C. (88) LL. 6 ft.

Color, deep even shade of lavender or lilac pink. A good keeper and good stems. Also has a good strong open bush. Scored 85E at trial grounds.

Plants \$1.00

GRACE O'NEIL, M. C. (88) ML., 4 ft.

First ribbon winner at Mid-West Show, a fine free bloomer on best of stems, fine shade of pink with silver tips. A sensation wherever shown. It's a beauty.

Roots \$.75; Plants \$.50

GRAND MASTER, F. D. (86) LL., 4 ft.

An immense flower 12 to 14 inches, flowers forming a complete oval. The color is bronze shading to orange at center. Winner of the American Home Achievement Medal at the Mid-West Show in addition to several other honors.

Roots \$1.00; Plants \$.50

GRAND SLAM, S. C. (85) LL., 6 ft.

A true semi-cactus of deep rose, citron yellow and light pink. The 9 to 10-inch blooms are held on good stiff stems; insect-resistant foliage; height 5 feet; floriferous; very attractive and winner of many prizes.

Roots \$1.00; Plants \$.50

GREATER GLORY, S. C. (86) LL., 6 ft.

A rose-pink of huge proportions. One of the most popular of all recent introductions.

Roots \$2.00; Plants \$.75

***GRETEL, S. C. (84) ML., 3 to 4 ft.**

A remarkable free blooming sort that is excellent for basket work. Blooms are of medium size or slightly less. The color is a bright henna-orange.

Roots \$.50

HILLCREST DAHL, I. D. (87) LL., 4 to 5 ft.

A very large dahlia of good growing habits. Winner of Certificate of Merit at the East Lansing Trial Grounds. The color is Rhodamine purple bleaching to mallow purple.

Roots \$2.00; Plants \$.75



*Winner of
6th Prize
\$2.50*

**Mr. R. E. Sams,
Mentone,
California.**

HILLCREST MANDARIN, I. D. (86) LL., 6 to 7 ft.

A flashy big flower, brilliant oriental scarlet and golden yellow, one of the brightest colors. The plant is a thrifty grower and a free bloomer.

Roots \$.50

HILLCREST SUNSET, I. D. (86) LL., 6 to 7 ft.

The giant blooms are held erect on stiff 3-foot stems way above the healthy, insect-proof foliage. Color: a beautiful blending of sunset shades. Unusually attractive.

Roots \$.50

HILLSIDE GOLD, (84) ML., 3 ft.

Color gold to autumn shade. A winner at Cleveland in basket arrangement. Extra fine cut flower and good keeper.

Roots \$3.00; Plants \$1.00

HILLSIDE SUNSET, I. D. (84) LL., 4 to 5 ft.

Color golden yellow edged and suffused with red in the early part of the season, later showing mostly gold. Largest and Best Bloom in the show at Cleveland. A seedling of Margrace

Roots \$6.00; Plants \$2.00

HI-LITE, I. D. (86) LL., 6 ft.

Winner at the Washington State Show as the best Informal Decorative. Rich velvety carmine shaded with rose red, tipped lightly with gold, reverse silver. Very beautiful; stiff stems. Very large deep blooms.

Roots \$.75

HUNT'S VELVET WONDER, I. D. (87) LL., 5 ft.

Another giant of great beauty. Color is a rich, bright violet burgundy. The petals are long and wave and taper near the tips. The blooms, which can be grown to giant size are held facing sideways on good, strong, cane-like stems, well out of the foliage. On Hart's Honor Roll and it sure deserved the honor.

Roots \$.50

INCANDESCENCE, I. D. (86) LL., 6 ft.

The color is rich rosy buff with a shading of yellow reverse light old rose. It is a seedling of Jane Cowl and scored 85 in East Lansing Trial Gardens. Large blooms on cane-like stems make this a real attraction in any up-to-date garden. It's one of the best growers we have and always covered with enormous blooms. We say it's a better dahlia than Jane Cowl, so it must be good.

Root \$1.00; Plant \$.50

JEAN TRIMBEE, S. C. (86) LL., 6 to 7 ft.

New large, long petaled, thick flower of Petunia violet. Tall strong grower. Good stems. (H. R.)

Roots \$.50

JERSEY'S DAINTY, S. C. (86) ML., 5 ft.

Here is a beauty. A pure white that looks you straight in the face on extra long wiry stems. Profuse bloomer and a garden attraction and cut flower that can't be beat.

Roots \$.50

JIMMIE FOX, I. D. (85) LL., 7 ft.

A spectacular dahlia of giant size, 13 by 8 inches, held on long, strong stems. Color, coppery red, tinged henna. Winner of many medals at largest shows. A strong grower.

Root \$1.50

JOSEPHINE G., S. C. (86) ML., 4 ft.

The color is very pleasing true rose pink of a bright shade, soft petals tipped yellow. It makes a wonderful, sturdy bush, with flowers held well above the dense foliage. Beautiful for basket work.

Roots \$.50

JULIA IRENE, I. D. (85) ML., 4 to 5 ft.

A seedling of Kathleen Norris, but a much improved variety. Taller bushes, better stems, better qualities and a fine root producer. The color is rose pink with streaks of deeper pink. A wonderful addition to a good planting.

Roots \$1.50; Plants \$.50

JUDGE SAMUEL SEABURY, I. D. (83) LL., 4 ft.

Immense, bold flowers of pink and cream. One of the best. It has size, splendid dark green foliage, and good stem.

Roots \$.50

***JULIUS C. BUNGE, S. C. (85) SL., 3 to 4 ft.**

A new one from Holland that will be popular here. A very deep, ideally formed flower that has met with instant popularity in arrangements as well as an exhibition and garden variety. American Home Achievement Medal winner in this country. Color, bright rose pink, medium size.

Plants \$1.00

KATIE K., I. D., (88) LL., 4 to 5 ft.

Clear pink of large size on long stems. Received Certificate at Storrs and East Lansing in 1937. Listed on Honor Roll. A wonderful pink and attracted a lot of visitors.

Roots \$3.00; Plants \$1.00

KEMP'S GOLDEN GIANT, F. D. (80) LL., 3 ft.

The blooms are of a golden yellow color, with buff reverse. Too low a grower to suit us.

Root \$1.50

KEMP'S GREAT EASTERN, I. D. (87) LL., 4 ft.

One of the largest and most spectacular dahlias. It can be easily grown to 14 inches in diameter, a depth of six inches and over. The color is a blending of orange-gold and reddish bronze, a beautiful color combination.

Root \$1.00; Plant \$.50

KILGORES' KING, I. D. (87) LL., 6 ft.

A magnificent flower of flesh outer petals, center gold. Petals long and pointed and held facing on cane-like stems 3 feet or more in length. Certificate at Storrs, 1936. Has been grown 14 inches.

Roots \$1.50; Plant \$.50

***LAETARE, C. (87) ML., 6 to 7 ft.**

Cactus, red and gold. This is one of the best recent additions to our cut flower list. Strong growing, free branching and blooming with nice stems and long keeping flowers.

Roots \$.75; Plant \$.50

LELAND STANFORD, I. D. (85) LL., 5 to 6 ft.

Brilliant cardinal red and one of the brightest in existence. Extra large flowers are held well on good stems. It has been grown 14 inches. Praised everywhere.

Roots \$.75; Plants \$.50

LOIS WALCHER, F. D. (88) ML., 3 to 4 ft.

Color dark true purple with white tips, a bi-color that went to town at the shows. Achievement medal winner at New York and Detroit and four other shows. Ideal stems and blooms keep well. Many of the visiting growers told us that we had the best and most uniform growth of this variety that they had seen in their travels. One of our two best selling cut flowers.

Roots \$2.50; Plants \$1.00

LORD OF AUTUMN, I. D. (90) LL., 5 ft.

Unquestionably one of the greatest dahlias of all time. For exhibition it is unrivaled. Gigantic, deep, golden yellow blooms on cane-like stems. It is a certain prize winner in any show.

Roots \$1.00; Plants \$.50

LOUISE BATES, S. C. (85) LL., 5 ft.

A very spectacular flower of immense size. Grown naturally, the blooms average 8 to 10 inches. The color is a beautiful orchid-lavender. A most prolific bloomer and a real exhibition flower.

Roots \$.50

MADAM QUEEN, F. D. (86) LL., 5 ft.

The darkest maroon we had in the garden. It's a fine grower, coarse foliage, long stems.

Roots \$.75

MAD RIVER CHIEF, I. D. (89) LL., 6 ft.

This great Dahlia has been described by many prominent Dahlia growers as "the finest red they have ever seen." A very large exhibition type; color rich velvety carmine red, with a darker center. Perfect, long stems, some of them 48 inches long, with all flowers facing. When cut, this fine Dahlia actually grows in water, and is one of our longest keepers. The only red we know, that is popular with women and men alike. And we have an extra fine lot of roots this year so we are making this low price.

Roots \$1.00; Plants \$.50

MARGRACE, I. D. (88) LL., 6 to 7 ft.

Here is a great dahlia. Certificate of Merit at both Storrs and East Lansing. At the Mid-West Show at Cleveland it won first in the Informal Decorative Class; and first in the Informal Decorative Class at Michigan State Show. A tall, upright grower. The color is a brilliant scarlet, tipped and striped with gold.

Roots \$.75; Plant \$.50

MAN-O-WAR, I. D. (85) LL., 5 ft.

Was the outstanding dark rich carmine red of the season and one of the best keepers. Winner of the American Home Achievement Medal and on Honor Roll. A favorite of ours.

Roots \$.75; Plants \$.50

MARGIE PARRELLA, F. D. (85) ML., 5 ft.

This Dahlia apparently fills a vacancy of long standing. There are good whites but a first class Formal Decorative in this color will be met with enthusiasm. For profusion of bloom it is in a class by itself. A basket of Margie Parrella won the Blue Ribbon over Jersey's Beauty at the New York Show in 1938.

Roots \$5.00; Plants \$1.50

MARY RITZER, S. C. (85) LL., 6 ft.

A sport of Edna Ferber; color, pink; size of bloom slightly larger than Edna Ferber. Good grower. Was extra good in our garden last fall. A great flower for cutting.

Roots \$.75

MARIANNA, S...C. (85) ML., 5 to 6 ft.

A silver orchid. A prolific bloomer. Certificate at Storrs and Wisely, England.

Roots \$.50

MASON'S PURPLE BEAUTY, F. D. (83) ML., 4 ft.

A very fine velvety purple, formal decorative, having good substance to the petals with a silver reverse showing at the center of the blooms.

Plants \$.50

MAJOR FRANK OTIS, I. D. (85) LL., 5 ft.

This Dahlia appears to be the most sensational giant released for several years. It won many coveted awards in the Western shows as well as winning Silver Medal at the A. D. S. Show in New York, having been shipped from California by air mail. The color is a rich golden honey yellow with traces of coppery shading. It's some Dahlia when grown right.

Plants \$4.00

MIRIAM HOPKINS, S. C. (87) LL., 6 to 7 ft.

A beautifully formed semi-cactus with long wavy petals and a combination of colors that give it a rich copper-orange effect. Tall growing and produces many immense flowers held on good long stems. On three Honor Rolls. One of the finest in our garden.

Roots \$1.00; Plants \$.50



This view shows our Root Storage Building with

**A partial glimpse of three acres of Da
Zant's Wildwood Gardens, Grand Ra
Michigan's Finest Dahlia Farm.**

ONE of the most modern plants in the country for producing the Highest Grade of Roots and Plants. Has these exclusive features: A 25 by 75-foot Foley Greenhouse, where the plants are grown cool, making short stocky plants that we can ship anywhere in the United States and guarantee safe delivery. We also have a separate Propagating House, 10 by 25 feet, equipped with electrically heated



offices above and Propagating and Growing Houses

**Dahlias in bloom at
Lansing, Michigan —**

*Visitors
Always Welcome*



benches for rooting the cuttings. These are controlled by electric thermostats. The plants are hardened off before shipping — we ship them safely all over the United States.

Our Modern Overhead Irrigation System, and Air-Conditioned Storage with proper temperature and humidity, insure for our customers "Full-of-Vitality-Roots" that will grow anywhere.

***MISS BELGIUM, I. C. (85) SL., 4 to 5 ft.**

My favorite. Also a favorite with thousands of visitors, an orange cactus free bloomer, extra good stems. A favorite with the florists.

Roots \$.50; Plants \$.50

MISS ELSIE JANE, S. C. (85) ML., 4 ft.

Bright shrimp pink with cream shadings at center and tipped violet rose. One of the most artistically formed dahlias with long wiry stems, making it ideal for arrangement. A good keeper whose color is even more beautiful under artificial light.

Roots \$.50; Plants \$.50

MISS GLORY, S. C. (86) ML., 5 ft.

Great big apricot yellow semi-cactus as deep as its diameter, perfect long stiff stems carrying the large blooms well out of the foliage, erect and facing. Certificate at Storrs, 1935.

Roots \$1.00; Plants \$.50

MISS IONIA, In. Cac. (88) ML., 6 to 7 ft.

A beautiful rose or watermelon pink. Winner at Mid-West Trial grounds. 12-inch stems, strong and stiff, healthy foliage, flowers 4½ to 7 inches. The best selling cut flower in our garden.

Roots \$1.50; Plants \$.75

MISS OAKLAND, F. D. (84) ML., 5 ft.

A fine pure white formal decorative, prolific bloomer with medium size blooms. Fine for exhibition or cut flower, stems 12 to 30 inches long.

Roots \$.50

MISS OHIO, In. C. (83) SL., 5 ft.

One of our best cactus of American origin. Excellent for cutting. The flowers are of artistic formation, stems are long. The color is a lively lilac rose in the early season, and rose later.

Plants \$.50

MISS SANTA MONICA, C. (83) SL., 4 ft.

Achievement Medal and Honor Roll Dahlia. A consistent winner with four firsts in California and Rockville Centre, New York. A pure white Dahlia of medium size and extra good substance. Straight cactus formation on the best of stems and a free bloomer.

Plants \$1.50

MONARCH OF THE EAST, I. D. (88) LL., 4 to 5 ft.

Color warm gold with apricot and orange buff suffusion, slightly coppery red on reverse. Grand stem up to 4 feet; holds giant flower above bush. Size, 12 to 14 inch blooms and fine for exhibition. H. R. and Certificate winner.

Roots \$1.00; Plants \$.50

MONMOUTH QUEEN, F. D. (86) LL., 5 to 6 ft.

This fine light yellow made good all over the country. Flowers are 10 to 12 inches in width by 4 to 5 inches in depth. Stems are long and stiff, holding the flowers high out of the foliage.

Roots \$.50

MRS. GEORGE LE BOUTILLIER, I. D. (86) LL., 5 ft.

A giant flower. Color, deep crimson red, the blooms are exceptionally large and are held erect on long, stiff, almost leafless stems, high above the foliage.

Roots \$.50

MRS. IDA CHASE, Str. Cac. (85) ML., 4 ft.

The colors are combination of bright lemon yellow and spinel pink, reverse pale lavender pink. Blooms have good depth, perfect stems, plant growth is all that could be desired in a dahlia.

Plants \$.50

MRS. WM. KNUDSON, I. D. (86) LL., 5 ft.

A pure white, large size, strong grower. Has won many prizes. On Honor Roll and Certificate winner at the trial grounds.

Roots \$1.50; Plants \$.75

MURPHY'S MASTERPIECE, I. D. (89) LL., 4 to 5 ft.

Immense dark red that takes its place as one of the outstanding exhibition varieties of all times. There seems to be no limit to the size that this great dahlia can be grown. Stem and growth are all that can be desired.

Roots \$1.00; Plants \$.50

OAKLEIGH MONARCH, F. D. (88) LL., 5 to 6 ft.

A Certificate winner and on three Honor Rolls. The flower is unlike any other in many ways. The color is a bright cerise red with broad petals being nearly tubular near the center. Fine keeper. Our stock is very fine of this grand variety.

Roots \$.75; Plants \$.50

ORINDA, F. D. (86) LL., 6 to 7 ft.

This dahlia has the tallest, most vigorous bushes, the longest stems and very large flowers. The color is rosaline purple, one shade darker than Mrs. Ide Ver Warner.

Roots \$.50

PACIFIC SPLENDOR, I. D. (87) LL., 5 ft.

Nearly white at center with body of flower delicate lavender pink. A true pastel shade. The blooms are large with petals slightly waved. Growing habits good. At the Mid-West Show, Cincinnati, this variety was awarded American Home Achievement Medal.

Plants \$.75

PALO ALTO, S. C. (86) LL., 6 ft.

Salmon in two tones — bright pinkish salmon throughout the flower but shading quite perceptibly to a sort of salmon gold at the center. 10 to 12 inches across by 6 inches deep.

Roots \$.50

PEPPERMINT CANDY, S. C. (85) ML., 4 to 5 ft.

Long, creamy white petals with many stripes and splashes of crimson. Good size and very unusual. An old variety but a very popular bi-color.

Roots \$.50

PINK ELEGANCE, S. C. (87) ML., 5 ft.

True brilliant rose pink 8 to 10 inches in diameter, with corresponding depth holding perfect center throughout season. Good keeping qualities. Winner of the American Home Achievement Medal in Indianapolis and Louisville.

Roots \$1.50; Plants \$.50

PINK GRAND, (Golden Rule), I. D. (80) ML., 3 ft.

The originator says this is for those who have trouble growing Kathleen Norris. It's a beautiful shade of pink on good stems. Healthy foliage and a Certificate winner at East Lansing Trial grounds. It did not do well for us, but we are giving it another trial.

Roots \$5.00; Plants \$1.50

***PINK SPIRAL, S. C. (84) ML., 4 to 5 ft.**

Peach blossom pink of lovely formation, the petals are pointed and narrow. Nearly a true cactus. Well liked by all. A Foreign variety.

Plants \$.50

***PRACHTKERL, S. C. (85) LL., 6 ft.**

A large deep yellow on long stems, strong grower, very good in our garden last fall. Honor Roll.

Roots \$1.00; Plants \$.50

PREMIER'S MAJESTIC, I. D. (85) LL., 5 ft.

An extra large combination of salmon, gold and mulberry. Cane-like stems. New York winner, 1938. Certificate winner at both A. D. S. trial grounds. A beautiful dahlia.

Plants \$1.50

PREMIER'S WINSOME, (91) LL., 5 ft.

The most attractive Pink since Kathleen Norris and easy to grow, giving massive blooms in great abundance, will grow to 11 x 6 inches without any forcing, stems slender but very strong, heavy foliage that is resistant to insects and mildew. Certified at East Lansing this year with a score of 85.2.

Plants \$2.00

PRIDE OF AMERICA, S. C. (86) LL., 6 ft.

Another giant primrose yellow tinted pink on reverse of petals, the outer petals twist in a most enhancing manner, the blooms average 10 to 12 inches and quite deep, are held facing sideways on strong, stiff, cane-like stems, the foliage is large, thick and leathery.

Roots \$1.00

QUEEN CITY, F. D. (83) ML., 3 to 4 ft.

Scarlet pink, a glorious new color. Combines the quality stem, and productivity of Buckeye Bride with long life as a cut flower. I think waterlemon pink best describes the color, and its only fault is that with us the tips of the petals fade in the sun.

Roots \$.75

RED JUG, S. C. (85) LL., 5 to 6 ft.

Striking cardinal red. The petals tipped yellow. Blooms average 10 inches in diameter and 5 inches deep. It won the American Achievement medal as the best undisseminated dahlia in the West Virginia show. The stems are long and stiff.

Roots \$.75

RED SUNSET, I. D. (87) LL., 5 to 6 ft.

Bright vivid scarlet. Long stems. Healthy, vigorous grower. Good root maker. Beautiful foliage. Exhibition type in size and color. Received score of 85E at Mid-West Trial Grounds, Lansing, Michigan. One of the strongest and most vigorous growers in our garden and always covered with blooms.

Roots \$1.00

***REILE, S. C. (85) SL., 4 ft.**

Salmon with cream centers. Attractively formed flowers highly suitable for baskets and decorative work. Foreign variety.

Plants \$.75

RITA WELLS, I. D. (86) LL., 5 ft.

Peach and light gold on cream ground, with pink on outer petals and on reverse side. Petals wide and pointed. Blooms very large, averaging in the garden a good 12 inches with a depth of 6 to 7 inches. Plant is healthy and a profuse bloomer. Won the American Home Medal.

Plants \$2.50

ROBERT L. RIPLEY, I. D. (88) LL., 6 ft.

This variety is without question one of the largest varieties grown. Color, soft Rhodamine purple with deep rose pink suffusion throughout. Stems are straight and strong. Flowers have good substance and keep wonderfully well. Winner of many prizes as the largest bloomer.

Roots \$2.50; Plants \$1.00

ROCKLEY DICTATOR, S. C., (84) ML., 4 to 5 ft.

A giant crimson scarlet that may be grown to 12 inches without forcing; good centers and rigid stems, foliage good. Winner of two Achievement Medals — West Virginia State Dahlia Show and at Cleveland, Ohio.

Plants \$1.00

RUBY TAYLOR, I. D. (86) LL., 5 to 6 ft.

A prize winner from the Pacific coast. The color is carmine and the large deep blooms are supported by perfect, long, stiff stems. Awarded a Certificate at Storr's.

Roots \$.50

SAN FRANCISCO, I. D. (92) LL., 5 to 6 ft.

The 1938 sensation on the Pacific Coast. A gorgeous shrimp pink, extra large flower on extra long strong stems. As Mr. Eddy describes it in placing it on the California Honor Roll: "One of the finest pink Dahlias I have seen in many moons." It did especially well for us last season and we placed it as next to the best of the new varieties for 1939.

Roots \$7.50; Plants \$2.00

SHELDON'S LOUISE, (86) ML., 5 to 6 ft.

A giant bloom of a rich red. A 14-inch bloom won first prize and a special gold medal at Boston. Grows 6 feet tall, blooms can be cut on 3-foot stems.

Roots \$1.50; Plants \$.50

SLEEPY HOLLOW, I. C. (87) LL., 5 ft.

A large true incurved cactus of vivid shell pink shading to creamy white at the center. Bush grows 6 feet with long, strong stems. Blooms 9-11 inches with proportionate depth. Free bloomer, perfect centers. Winner at New York, Greenwich, Conn., and Cleveland.

Roots \$2.50; Plants \$1.00

SON OF SATAN, I. C. (86) LL., 6 to 7 ft.

One of the largest and brightest of its type. Intense flame red on excellent stems. Blooms up to twelve inches in diameter. A sensation in any garden and a winner in any show. On four Honor Rolls.

Roots \$1.00; Plants \$.50

STRAIGHT'S WHITE, I. D. (84) ML., 5 ft.

Winner at New York of the Derrill W. Hart Memorial Medal and also as the best white I. D. Also won at Camden, N. J., as best I. D. in the seedling class. Selected for the Honor Roll by Mr. Barron and Mr. Johnson.

Plants \$1.50

SULTAN OF HILLCREST, F. D. (86) LL., 4 to 5 ft.

An outstanding golden yellow with sunrise yellow reverse, extra large blooms on long stiff stems.

Roots \$.75

SUNRAYS, I. D. (87) LL., 5 ft.

Color: Buff with apricot suffusion, reverse of petal peach red. Blooms average 12 inches by 5 inches in depth. Extra long stiff stems, dark green foliage. Achievement Medal Winner at Rockville Centre. Certified at East Lansing and Fairmont, 1936. On Honor Roll. Sunrays won over Major Frank Otis at the Cleveland, Ohio, Show last fall.

Roots \$4.00; Plants \$1.50

THELMA CAIN, I. D. (86) LL., 4 to 5 ft.

Light coral red on outer petals, but shades to jasper pink at center and on backs of petals. Received a certificate at Storrs, 1937, and at East Lansing in 1938, so it must be good.

Roots \$5.00; Plants \$1.50

THE FIREMAN, I. D. (85) LL., 6 ft.

A striking cardinal red with golden flushes and golden tips at center of flower. Certified at Storrs and won the American Home Achievement Medal at Boston.

Roots \$.50

VIN-WELL BITTERSWEET, I. D. (86) LL., 4 to 5 ft.

This is a 1938 release and has made good. The color of this Dahlia is quite new, being a copper red overlaid with amber. Large blooms, perfect in formation, are held on good stems well out of the foliage. Average height of bush 4 feet with many side laterals. On two honor rolls, 1938.

Roots \$4.00; Plants \$1.50

VOLCANO, F. D. (87) LL., 5 ft.

Soft glowing orange flame, 10 to 12 inches and 6 to 8 inches deep. The O. V. D. A. has indorsed the great vigor of this fine variety. All big strong bushes and big clumps. You will note Volcano winning in exhibitions for many years to come.

Plants \$.75

WASHINGTON GIANT, I. D. (86) LL., 5 to 6 ft.

A real lavender of large size. The flowers are nicely streaked with silver and are borne in profusion on free branching bushes.

Roots \$.75; Plants \$.50

WENOKA, F. D. (85) LL., 6 ft.

One of the largest formalts that it has been our pleasure to grow. Rosy mauve. Stems are very long and strong, carrying the flowers well above the rugged bushes.

Roots \$.75

WESTERN SUN, I. D., LL., 5 ft.

Tryons Dahlia Garden's new one and a fine grower in our garden where we had it a trial. Huge blooms, 10 to 12 inches across by 5½ inches deep. Fine form, petals roll forward in a very pleasing manner. Color, clear golden orange, deeper at center. Stems erect at all times and hold the blooms well above the foliage. Free bloomer and has insect resisting foliage. Has won many prizes. This Dahlia was tested out in the Mid-West last year with splendid result.

Plants \$2.50

WM. G. WYLLIE, F. D. (86) LL., 5 ft.

Extra large yellow, buff and pink, strong grower, good stems, very fine.

Roots \$1.50; Plants \$.50

YOUR LUCKY STAR, S. C. (86) ML., 5 ft.

A 1939 introduction of great promise. A huge cactus, with soft pastel colors, amaranth pink shading to a white center. Winner of an American Home Achievement medal in 1938. Good stems, great size, good colors and a great favorite with our visitors.

Plants \$1.50

FREE — EXTRA

A Gift. With every Root order of \$2.00 and over we include an extra root of our choice.

THE LARGER THE ORDER, THE BETTER THE GIFT.

This does not apply to collections.

STANDARD VARIETIES

Grown in Quantity for the Cut Flower Trade

C. Cactus — D. Decorative

Any 6 Varieties Priced at 25c for \$1.25

Any 6 Varieties Priced at 50c for \$2.50

All Orders \$2.00 or More Sent Postage Paid.

Orders Less than \$2.00 Include 15c for Packing
and Postage

Agnes L. Young. D. Brilliant red, gold tips.....	Roots	\$.25
*Celia. C. Lavender to pink. Beautiful.....	Roots	\$.25
Countess of Pembroke. D. Lavender.....	Roots	\$.15
*Countess of Lonsdale. C. Popular salmon pink	Roots	\$.25
Cavalcade. D. Old rose or mulberry. Extra long stem, \$10.00 a root in 1935.....	Roots	\$.50
Darlene. C. Fine shell pink.....	Roots	\$.15
Doazon. C. Giant orange scarlet.....	Roots	\$.15
Dwight W. Morrow. D. Large dark red.....	Roots	\$.50
Elinor Vanderveer. D. Glowing rose pink.....	Roots	\$.15
Golden West. C. Yellow overlaid orange.....	Roots	\$.15
Girl of Hillcrest. F. D. Bright orange. Large.....	Roots	\$.35
Golden Eclipse. F. D. Large golden yellow.....	Roots	\$.50
Grolls Genesee. D. Beautiful shade of orange.....	Roots	\$.50
Jane Cowl. D. Bronzy buff and salmon.....	Roots	\$.15
Jersey's Beauty. D. Most popular pink.....	Roots	\$.25
Jersey's Beacon. D. Scarlet and buff.....	Roots	\$.25
Kathleen Norris. D. Large pink.....	Roots	\$.50
Kemp's White Wonder. D. Giant white.....	Roots	\$.25
Kentucky. D. Pink to bronze. Extra good.....	Roots	\$.25
Laura Morris. D. Giant deep yellow.....	Roots	\$.25
Libelle. C. Royal purple.....	Roots	\$.15
*Marguerite Bouchon. C. Pink with white center	Roots	\$.25
Margaret Woodrow Wilson. D. Creamy white, suffused soft pink. A winner.....	Roots	\$.15
*Melody. C. Yellow, often tipped white.....	Roots	\$.25
*Minomoto. C. Large dazzling scarlet.....	Roots	\$.50
Mrs. I. de Ver Warner. D. Large orchid- lavender	Roots	\$.15
Omar Khayyam. D. Chinese red and orange.....	Roots	\$.25
Ormouth Champion. D. Large orange flame.....	Roots	\$.25
Pride of California. D. A great red.....	Roots	\$.15
Pride of Stratford. D. Best large red-orange.....	Roots	\$.25
Purity. D. Fine large white.....	Roots	\$.15
Prince of Persia. D. Immense bright red.....	Roots	\$.50
*Rene Cayeux. C. Brilliant red, fine keeper.....	Roots	\$.25
*Rheinischer Frohsinn. White and rose.....	Roots	\$.25
Robert Treat. D. American Beauty red.....	Roots	\$.25
Ruth Vaughan. D. Extra large La France pink	Roots	\$.50
Satan. S. C. Large scarlet, tipped gold.....	Roots	\$.50
Star of Bethlehem. C. Pure white, starlike petals	Roots	\$.50
The Commodore. D. Giant canary yellow.....	Roots	\$.25
Thomas A. Edison. D. Large royal purple.....	Roots	\$.50
*Washington City. C. Extra good white.....	Roots	\$.25
Wm. H. Hogan. D. Fine red and white.....	Roots	\$.25
W. H. T. D. Unusual shade of old rose.....	Roots	\$.25
Yellow Colosse. D. Excellent yellow. Large.....	Roots	\$.15

A GIFT — with every order of \$2.00 or more — but it
must be our selectionIf you are not entirely satisfied that you received more
than your money's worth in these standard varieties, keep
the Free Root and return the balance Postage Paid and
your money will be refunded. Fair?

MINIATURE DAHLIAS

Miniatures are of the same form as the large dahlias, but miniature in size. We enjoy the growing of miniatures. They are wonderful as cut flowers, and beautiful for home arrangements. They require less garden space. We recommend them to you, and urge you try a few of them.

A. D. Livoni. Ball. Beautiful shell pink.....	Roots \$.25
Baby Royal. S. C. Salmon pink and apricot. Prize winner.....	Roots \$.25
Beatrice Von Valkenburg. F. D. Orchid and lavender. Free bloomer.....	Roots \$.35
Bishop of Llandaff. Bright scarlet. Dark brown lacy foliage	Roots \$.35
Bluebird. Bluish lavender. Good stems. Strong grower	Roots \$.35
Bright Lites. F. D. Blooms 4 to 5 inches, of a pure canary yellow. A fine stem and very popular	Plant \$.50
Buckeye Baby. F. D. Golden buff.....	Roots \$.35
Carla. S. C. Buff and old rose. A prolific bloomer on good stems.....	Roots \$.25
Cherub, F. D. Deep Pink, a grand cut flower for table arrangements, free bloomer	Roots \$.50
Dahliadel Joy. C. Soft lemon yellow. Very popular	Roots \$.50
Dicky Moore. F. D. Bright red. Good stems....	Roots \$.40
Easter Greeting. S. C. White with creamy cast Low grower and covered with blooms. Can be grown in pots.....	Roots \$.50; Plants \$.50
Elizabeth Pape. C. Pale pink and yellow.....	Roots \$.25
Firefly. (Ball). (85). ML., 4 to 5 ft. A Ball of dense scarlet red. Winner in ball seedling class in N. Y., Cleveland and Akron and on the Honor Roll	Plants \$.75
Little Colonel. Min. S. C. Winner of the Cer- tificate of Merit at the A. D. S. Trial Grounds at Cincinnati with a score of 85. The bushes are medium high and very thrifty. Foliage clean and attractive. Blooms are from 3 to 3½ inches across, borne from 6 to 10 inches above the foliage on exceptionally long stiff stems. The color is soft pink with primrose yellow center. A little beauty.....	Plants \$.50
Little Fireball. (Ball). Brilliant Scarlet, long stems.	Roots \$.50
Little Miss Muffet. I. D. True pink. Each petal edged deeper pink. One of the best.....	Plants \$.50
Little Nemo. F. D. A red tipped white. Very popular	Roots \$.50; Plants \$.50
Little Peacherino. F. D. Pink with pale yellow at base of petals. A mass of bloom.....	Plants \$.50
Fred Springer. D. Poinsettia red. Extra fine....	Roots \$.25
Fairy. F. D. Soft rose pink. Very good.....	Roots \$.25
Gutt Gluck. S. C. Violet tipped white. A good bi-color	Roots \$.40
Jean. I. D. Apricot buff. Beautiful, and one of our best cut flowers.....	Roots \$.50; Plants \$.50
Joan. C. Imported Holland variety of bright rose pink. Extra good.....	Plants \$.50

Kentucky Babe. F.D. Salmon suffused and edged old rose.....	Roots \$.40
Kiss Me. I.D. Bi-color, bright red and white. Tall grower. Good stems. Very good.....	Roots \$.25
Lady Mary Hope. I.D. Amber and white. Extra good bi-color	Roots \$.35
Marjorie Emberson. I. D. Lovely soft pink. Good stems	Roots \$.35
Miss Vivian. I.D. Beautiful rose pink. Good keeper, long stems.....	Roots \$.50
Orchid Lady. F.D. Orchid pink. Won certificate at trial ground.....	Roots \$.35
Persimmon. F.D. Soft russet orange. On Honor Roll	Roots \$.25
Peach Blush. F. D. Rose pink with yellow at base of petals.....	Roots \$.50
Pink Daisy. M. Peo. Rose pink shading lighter to center	Roots \$.50
Rapture. I. D. Rose pink to sulphur yellow at center	Roots \$.50
Sanhican's Sweetheart. C. Salmon. Fine stems..	Roots \$.35
Sylvia. F. D. Most beautiful garnet red. A rampant grower, making nice long stems. It scored at Storr's and East Lansing.....	Roots \$.50
Teddy Johnson. F. D. Extra fine, pink and white. Good stems. New and scarce.....	Roots \$.50

An extra Root of our selection free with an order of 5 or more varieties of Miniatures, labelled and different.

P O M P O N S

Pompons are also coming to the front along with the miniatures, and this past season our lady visitors in the garden were thrilled with the beautiful pompon blooms.

These small flowered dahlias have become very popular because of their general usefulness. They lend themselves nicely to effects in the landscaped gardens. As a flower for arrangements, they are ideal, keeping a long time.

Aimee. Splendid small bronze.....	Roots \$.15
Amber Queen. Beautiful shade of amber.....	Roots \$.15
Anna von Schwerin. Beautiful shell pink with white eye. Very fine.....	Roots \$.25
Arthur Kerley. Rich cherry red.....	Root \$.25
Atom. Tiny bright red.....	Roots \$.25
Belle of Springfield. A small flower of soft rosy red	Roots \$.25
Betty Ann. A soft clear pink. An exhibition pompom with a fine list of winnings to its credit. One of the best of the new pinks.....	Roots \$.50
Bonny: A beautiful little pink. A real flower from the West.....	Roots \$.50
Brightest of All. Brilliant scarlet.....	Roots \$.25
Brenner's Red. Bright red and a profuse bloomer	Roots \$.25
Bronze Beauty. Orange to bronze yellow long stem	Roots \$.25
Catherine. Clear yellow. Early.....	Roots \$.35
Cora May. Salmon pink and yellow.....	Roots \$.25
Chickie. New. Carmine and rose red. Unusual color	Roots \$.35

Clausse. The best long stem orange for cutting	Roots \$.25
Dolores. Extra fine pink.....	Root \$.40
Doria. A New Pom from Australia, deep crimson	Roots \$.50
Dee Dee. Lilac lavender.....	Roots \$.25
Edith Mueller. Beautiful rose blended with rich yellow	Roots \$.25
Fascination. White suffused pink. You will like it	Roots \$.25
Fashion. Bronze. Nice size.....	Roots \$.25
Florist's Gem. Yellow, edged red. One of the best for cutting.....	Roots \$.25
Gertrude. Rich crimson. Extra fine.....	Roots \$.25
Haake's Glow. Beautiful rich old rose.....	Roots \$.25
Honey. Light honey yellow, suffused red.....	Roots \$.25
Jill. Lemon yellow, margined carmine.....	Roots \$.25
Joe Fette. Pure white. The best.....	Roots \$.20
Klein Domitea. Orange buff on good stems, a favorite	Roots \$.25
Little Herman. Red and white. Bi-color. Good.....	Roots \$.25
Little David. Burnt or reddish orange.....	Roots \$.25
Little Nell. A dainty little Pom with pink orchid shading. A little over an inch in size. New 1939	Plants \$.50
Mary Munns. A fine rich orchid or lavender.....	Roots \$.25
Morning Mist. White with rosy lavender center, outlined with lavender. Great bloomer, stiff wiry stems. Excellent.....	Roots \$.25
Nellie Frazier. Lovely bright pink edged deeper, very fine.....	Root \$.25
Nerissa. Soft rose pink, tinted silver.....	Roots \$.35
Pink Baby. 1939. A real pink. 1½-inch bloom. Prolific bloomer.....	Roots \$.75; Plants \$.50
Raphael. A long stemmed dark red to maroon. Roots	\$.20
Rose Gray. New, silvery white with a suggestion of rose. Good.....	Roots \$.50
Rosa Wilmouth. Rosy pink. Grand for cutting	Root \$.25
Silvertip. Small purple with center and reverse silver gray.....	Roots \$.35
Snowclad. One of the best whites.....	Roots \$.25
Sunbeam. Orange, red tipped.....	Roots \$.25
Taka's Purple. Very small cerise purple on the finest clean stems.....	Roots \$.25
Taka's Yellow. Pure canary yellow.....	Roots \$.25
Teeny Weeny. Bright salmon. Prize winner in Northwest. Blooms 1 inch. Good stems.....	Roots \$.40
Yellow Gem. The finest deep yellow; good stems and best for cutting.....	Roots \$.20

FREE. An extra Root, labeled, our selection free with every 5 varieties of Poms ordered from above list.

MONEY SAVING ROOT COLLECTIONS

*All Husky Michigan Grown Roots
and every variety has done well in our gardens*

Special Root Collection No. 1

The Fireman	Marianna
Azura	Elinor M. Radell
Satan	Mrs. George Le Boutillier
Hunt's Velvet Wonder	Clara Carder
Cavalcade	Palo Alto
Ruby Taylor	Miss Oakland
Hillcrest Mandarin	Miss Elsie Jane

Any 6 Roots of above lot for.....\$2.50

Any 12 Roots with a root of Red Sunset
Free for\$4.50

Extra Special Root Collection No. 2

Oakleigh Monarch	Margrace
Mary Retzer	Queen City
Red Jug	Grace O'Neil

Any 4 Roots for.....\$2.50

All 6 Roots with a root of Monarch of the
East Free for\$4.50

Super Special Root Collection No. 3

Incandescence	Monarch of the East
Mad River Chief	Son of Satan
Betty Zane	Red Sunset

Any 4 Roots for.....\$3.50

All 6 Roots for\$4.50

Beginners' Collection

All Roots that sold at \$1.00 each a few years ago

Celia, Lav.; Countess of Lonsdale, Pink; Kemp's White Wonder, White; Kentucky, Pink; Laura Morris, Yellow; Marguerite Bouchon, Pink; Melody, Yellow; Minomoto, Red; Omar Khayyam, Orange; Monmouth Champion, Orange; Rene Cayeux, Red; The Commodore, Yellow; Wm. H. Hogan, Red, White Tipped; Fred Springer, Red.

We will send you a Root of each of the above varieties, 14 Roots, and include Free a Root of our selection making 15 Grand Roots in all colors, all easy to grow, and full planting instructions, so you are sure to have a garden your less fortunate neighbors will envy.

All Prepaid to your door for.....\$2.50

MONEY SAVING PLANT COLLECTIONS

Zant's Famous Green Plants Grow

Shipped Safely Anywhere in the United States

Special Collection G. P. 1

Monarch of the East	Kemp's Great Eastern
Dream Beauty	Darcy Sainsbury
Mad River Chief	Buckeye Star
Oakleigh Monarch	Broomall's Pink
California Idol	Fireball
Freckles	Miriam Hopkins

Any 6 Plants Prepaid for.....\$2.50

Any 9 Varieties and your choice of any \$1.00

Plant Prepaid\$4.00

Any 11 of above Varieties and a Free Plant

of Burch Foraker Prepaid.....\$5.00

Burch Foraker IS the finest red we grow.

Extra Special Collection G. P. 2

Most of them are on the 1938 Honor Roll

Dir. Carl Dahl	Hillcrest Dahl
Pacific Splendor	Miss Ionia
George W. Wallace	Mrs. Wm. S. Knudson
Frieda George	Volcano
Greater Glory	A. E. Heil

Any 5 Varieties Prepaid, and your choice of
any \$1.00 Plant Free for.....\$3.50

Any 9 Varieties Prepaid, and a Plant of
Burch Foraker Free for\$5.50

Zant's Super Plant Special G. P. 3

Gladys Sandford	Golden Beauty
Robert Ripley	Grace Moore
Sleepy Hollow	Cherokee Brave
Sunrays	Pink Grand
Premier's Majestic	Burch Foraker
Dir. Marshall A. Howe	Emmessee
Hillside Gold	Lois Walcher
Margie Parrella	Vin Well Bittersweet

All were on the 1939 Honor Roll or Certificate
Winners at one of the various Trial Grounds.

Any 5 Varieties Prepaid, and a Plant of
Burch Foraker Free for.....\$5.00

Any 9 Varieties Prepaid, and a Plant of
Everybody's Favorite, or San Francisco
Free for\$9.00

Any 15 Varieties Prepaid, and a Plant of
Major Frank Otis Free for.....\$13.50

Zant's Famous Plants Grow Anywhere

1939 Garden Notes by J. J.

Just memories now but pleasant ones to bring up these cold nights when winter winds are howling. We, like all you garden enthusiasts, are dreaming and planning our 1940 garden, waiting for the various Honor Rolls to be published, than trying to decide which to buy. It's fun and certainly is a gamble with so many new ones being put out.

Last year's Honor Roll had a wonderful lot of Dahlias that made good everywhere, with us Everybody's Favorite was tops, both with Mrs. Zant and myself and the majority of our visitors. Next was San Francisco, not much to choose between them, both Pinks, and such large blooms and long stems. Premiers Winsome was not far behind. In Reds it was Burch Foraker by a long way, bushes 7 ft. tall, 3 to 4 ft. in diameter, and way up out of the husky foliage those 12-inch Flame red flowers, it's a 100% Dahlia with us. If you want lots of bloom try Red Sunset — it covers itself with 10-inch flowers. Murphy's Masterpiece, as always, was a favorite.

In the orange or fall colors my favorites were Dean Anderson and Gladys Sandford, stand-outs in any planting and still scarce. Carl G. Dahl is another grand variety, so husky a grower and wonderful root maker I am sure it will grow to perfection anywhere. Monarch of the East is in the same class. What monster blooms, not one or two blooms but 6 to 10 on each bush. Golden Beauty, what a grower, like Burch Foraker in all but color.

In Bi-Colors we had three everyone fell for. Dream Beauty, Lois Walcher, the sensation of the shows in 1938, and George Relyea, an orange tipped white with longer stems and much taller growth than either of the others but not well known as yet.

I like Bi-Colors and here were three good ones. Glamour was the best purple or near purple we have seen since Hunt's Velvet Wonder was put out. It's hard to believe the size of blooms we had. Monster Best describes it on a stem stiff as a ramrod. Thelma Cain, Rita Wells, Hill-side Gold and Sunset were all good, but in their first year with us did not do as well as the others mentioned.

We had a number of New Miniatures and Pom Poms that were extra fine and they were more popular than ever, and we had them in quantity, filling every vase in the house for three months. What other flower can give you blooms in size from one-inch to twelve or more inches, and the more you cut, the more they produce. The Rose may be Queen, but the Dahlia is certainly King of Fall Flowers. May you have your share of these new ones in your 1940 garden and if you will give our stock a trial we know you will have a garden show next fall you can be proud of.

Yours for Dahlias
in Every Garden,
JOHN J. ZANT.

LETTERS OF APPRECIATION

Los Angeles, Calif.,
Jan. 4, 1940.

Dear Sir:

I had quite a successful Dahlia year until a very bad storm put a stop to it all. Your plants all did very well except Freda George. Robert Ripley was immense and Greater Glory was excellent. I won Amateur Sweepstakes Prize at Pomona Fair and got my share at the Inglewood show, but a terrible windstorm with rain finished the bloom.

The Plants you sent me were certainly beauties and I can't see how the grower can find fault with anything but himself or "An Act of God" when they don't do well.

With best wishes for a successful year to you, I await your catalog.

—DR. H. E. C.

Hertogenbosch, Holland, Europe
Aug. 25, 1940.

Mr. John Zant,

Dear Friend:

Your shipment of roots ordered from you by my brother, Father Herman of Mechanicsville, Iowa, received in good condition. As you requested in your letter of March 6th, I hereby send you a snapshot of some of my Dahlias grown from your roots. And I am sure I beat Father Herman in this fall's contest. I had Murphy's Masterpiece, 14 inches. Omar Khayyam, 12 inches, Clara Carder, at least 14 inches. In the picture on my right is Chautauqua Sunset, an old variety but beautiful, and on my left a bush of California Idol with flowers 11 to 13 inches in size. Requesting a new catalog when it appears and with kindest regards.

Sincerely yours,

REV. HENRY FRENCKEN.

Southbridge, Mass.
June 11, 1939.

Hello John J.:

Well sir, the stock you sent to me and my customers arrived in fine condition as I knew they would from past experience. They were all delighted and wish to thank you for the extras and the fine stock you sent. Two of them were so much impressed with the plants I received, they wanted to know if I could get them plants like these next spring and I said yes because they never vary.

Yours respectfully,

MR. DAVID YATES.

Halethorpe, Md.
December 10, 1939.

Dear Sir:

Enclosed find two pictures of some of your dahlias grown from roots. You will note not only the size of the blooms but the husky growth.

You now can see why I am more than pleased with your stock. Mr. Zant, the pictures I am forwarding to you really does not do these dahlias justice. Nevertheless I am 100% for your dahlias.

Please forward me your 1940 catalog.

The pictures enclosed are the Murphy's Masterpiece and the Man-O-War.

Yours very truly,
J. V. ILGENFRITZ, JR.

West Lyons, Mass.,
May 23, 1939.

Dear Mr. Zant:

The dahlia tubers I ordered from you arrived in good condition. I have bought dahlia tubers this spring from several other nurserymen, but yours are the most satisfactory of them all.

Cordially yours,
D. E. B.

Los Angeles, Calif.
May 22, 1939.

Dear Sir:

The G. P. 2 Collection of Plants arrived a few hours after your card stating they were being shipped. They arrived three days after shipment. Good service between Grand Rapids and Los Angeles.

The best looking plants I have ever seen and a very excellent way of packing. Your responsibility has certainly ceased with their arrival.

Sincerely,
DR. H. E. C.

Bangor, Me., May 14, 1939.

Zant's Wildwood Gardens,
2160 E. Fulton Rd.,
Grand Rapids, Mich.

Gentlemen:

I received the package of dahlia plants and tubers yesterday afternoon. They came in fine condition and looked lovely. I appreciated the extra tuber very much and thank you for it.

MRS. C. W. LEONARD.

Tallahassee, Fla., March 15th, 1939.

Zant's Wildwood Gardens,
Grand Rapids, Mich.

Gentlemen:

The dahlia bulbs ordered from you came in good shape. I put them in peat moss to sprout them and they are in good shape. I'm sorry your plants don't come on earlier, as I was anxious to try them. I like your method of propagating and am sure they would grow off nicely — many thanks for the bulb of Kemp's Great Eastern.

MRS. J. V. KNAPP.

Dunmore, Pa., November 11, 1939.

Mr. John J. Zant,
2160 East Fulton Road,
Grand Rapids, Michigan

Dear Mr. Zant:

I am writing to you in reference to my last order. The dahlias were very good, much better than I expected because we have had a very dry summer this year. I expect better blooms from them next year if the weather is better — let's hope.

I want you to continue sending me next year's catalog.

An interested flower grower,
HENRY FELS.

Tips from a Long Experience

When you fertilize your dahlias, especially when grown from green plants, be sure and spread the fertilizer in a ring around the plant from 12 to 18 inches from the stalk, rake in lightly and then water well. This will make the roots go out after the plant food and you will have a better clump of nice long straight roots when dug.

If you have had trouble in keeping roots over winter on account of drying out, try this out next season. About Aug. 1st give each plant a tablespoonful of Muriate of Potash and again on Sept. 1st. Be sure and keep it a good foot away from the stalks and off the leaves as it will burn the foliage. Just scatter a ring of it around the plant and water it in. It will give you larger blooms, much better stems and puts the starch in the tuber or roots so you will have much less trouble in getting good roots and keeping them over winter.

If during a hot season you have some variety that does not seem to grow, where the leaves remain small and the plant gets bushy, cut off all but two or three stalks, trim some of the leaves off to thin it out, then spray well for sucking insects and once a week or ten days give each plant a teaspoonful of Vigoro. By the time the nights get cool the plant will have taken on new life and give you fair bloom, but if the plant is stunted on account of disease or from poor stock, then my advice is dig it up and burn it.

EXTRA SPECIAL DOLLAR BARGAIN

We Want 1,000 New Customers

ONLY ONE COLLECTION TO A CUSTOMER

A Root Each of

Elinor M. Radell.....Pink

Hunt's Velvet Wonder.....Purple

Clara Carder.....Pink

Oakleigh Monarch.....Red

at \$1.00 Post Paid

**This is a Sensational Value and this offer expires on
April 1st, 1940.**

Our Guarantee — Please Read

We guarantee all stock purchased from us to be true to name and delivered in good condition, and any stock received otherwise will be cheerfully replaced or properly adjusted. But we should be promptly notified. Not responsible in any case for more than the purchase price.

To guarantee the safe arrival of green plants, 25 cents must be added to all plant orders to cover "special delivery" if there is such service at your P. O. Otherwise 15 cents for "special handling."

Special Delivery and Special Handling travel the same as first class mail while regular Parcel Post is fourth class mail. It pays to include the small extra charge to assure prompt delivery.

WE PAY ALL REGULAR POSTAGE

MINIMUM ORDER. On all orders less than \$2.00 add 15c for postage. All orders \$2.00 and up delivered prepaid.

Outside the U. S. remittance should include postage or express charges.

WARNING. Do not send cash by mail unless you have it registered.

ALL ORDERS are acknowledged the day received. Keep a copy of your order. Write name and address plainly.

REFERENCE: We refer you to the Old Kent Bank of Grand Rapids as to our responsibility.

FREE ROOTS AND PLANTS

When you have made out your order you may select extras of your own choice:

On orders from \$ 5.00 to \$10.00.....	15% extra
On orders from \$10.00 to \$25.00.....	20% extra
On orders from \$25.00 to \$50.00.....	25% extra
On orders over \$50.00	33⅓% extra

Does not apply on Special Lots or any Bargain Offers and cannot be taken as a Cash Discount.

Note: Get your friends and neighbors to group their orders and include them with your own, thus getting the benefit of the larger discount in extras of your own choosing.

IN MICHIGAN
It's ZANT'S
for

Dahlia PLANTS

We ship them safely anywhere in the United States.

All Dahlias Are Not Alike!

There is a big difference in Dahlias, just as in merchandise. It is well known that ZANT'S DAHLIAS are of the *Very Highest in Quality*.

We grow our Plants in 3-inch Clay Pots. Because we've proved they grow better and more uniform plants. The Clay Pots are porous, which aerates the soil. As the plant grows we space the pots farther apart and as they are grown in a separate cool greenhouse, they spread out in size and make a short, husky plant easy to ship and transplant in your garden without any fuss or loss.

There are still a few growers who advertise grown in wood bands, it's true they hold a little more soil but you are buying plants, not soil. These wood bands are packed closely in wood flats holding about 24 plants, they cannot be spaced as they grow so just have to grow tall, all but the outside row is shaded too much. We used these bands 10 to 15 years ago, but discarded them because center plants grow tall and spindling. If wood bands grew better plants than clay pots we would still be using them, as it's much less work handling a flat of 24 plants at one time than each plant singly as we have to do. But our aim is to grow the best plant possible for our customers.

Zant's Dahlia Plants are famous from Coast to Coast — and we can refer you to satisfied customers in nearly every state.

JOIN THE AMERICAN DAHLIA SOCIETY

If you wish to keep in touch with the dahlia news of the world join the AMERICAN DAHLIA SOCIETY. A quarterly Bulletin is issued devoted to dahlia information. Membership \$2.00 per year payable to C. LOUIS ALLING, 251 Court St., West Haven, Connecticut.

Zant's WILDWOOD GARDENS

Dahlias Exclusively

2160 East Fulton Road Grand Rapids, Michigan